

# Journalism (JOUR)

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## Courses

### JOUR 10003. Journalistic Writing Skills. 3 Hours.

Provides a functional approach to improving language and writing skills specific to journalistic writing. Covers introductory journalistic writing and correct grammar usage, the logic governing syntax and punctuation use, analysis of grammar and syntax, sentence structure, word selection to convey proper meaning, memory aids, and other language topics relevant to journalistic writing. Cannot count as a major or minor elective within any ADPR or Journalism major or concentration, or Journalism and Strategic Media minor. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, Writing for Modern Mass Media Undergraduate MicroCertificate, or department consent. (Typically offered: Fall and Spring)

### JOUR 10203. Media and Society. 3 Hours.

A survey of mass media (newspaper, radio, TV, magazine, advertising, public relations, photography, etc.) which stresses their importance in today's society and introduces the student to the various areas in journalism. Recommended for students considering journalism as a major. (Typically offered: Fall and Spring)

### JOUR 10303. Media Writing. 3 Hours.

Introduces students to the skills of observation, critical thinking and concise writing required in all aspects of journalism and strategic media, as well as to the technology needed in upper-level courses. A prerequisite to JOUR 20003, JOUR 20103, JOUR 20333, JOUR 20503, ADPR 37203 and ADPR 37403. Corequisite: Lab component. Pre- or Corequisite: JOUR 10003 or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, Writing for Modern Mass Media Undergraduate MicroCertificate, or department consent. (Typically offered: Fall, Spring and Summer)

### JOUR 11000. Grammar Spelling Punctuation Requirement. 0 Hours.

Students must complete the Grammar Spelling Punctuation (GSP) requirement as a prerequisite or corequisite to JOUR 10303 Media Writing. Students who do not take JOUR 10003 Journalistic Writing Skills to complete the GSP must take JOUR 11000, study for the GSP on their own and pass by earning a 75% or higher on the GSP test administered by the School of Journalism and Strategic Media. (Typically offered: Fall and Spring)

### JOUR 20003. Storytelling for Today's Media. 3 Hours.

Introduction to developing content strategies that tell accurate, concise stories across multiple media platforms. Emphasizes clear, effective storytelling in media content production for print, broadcast and digital platforms, including social media, podcasting, video, and short-feature writing. Integrates lessons on corporate social responsibility, personal branding and media entrepreneurship. Prerequisite: JOUR 10303 with a grade of C or better, JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher, and must be a Journalism major, or Advertising and Public Relations major, or Journalism minor, or IDST major with JOUR track, Writing for Modern Mass Media Undergraduate MicroCertificate, or obtain department consent. (Typically offered: Fall and Spring)

### JOUR 20103. News Reporting I. 3 Hours.

Intensive training in the methods of gathering and writing news. Lecture 2 hours, laboratory 2 hours per week. Prerequisite: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 10303, with a grade of C or better, and either 1) JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher, or 2) at least 30 credit hours completed. (Typically offered: Fall and Spring)

### JOUR 20333. Video Production. 3 Hours.

Covers video storytelling basics, including story structure, production, planning and editing using lectures, hands-on exercises, and project-based learning. Includes how to use production equipment and post-production software to prepare video for a variety of media platforms. Prerequisite: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 10303 with a grade of C or better; JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher. (Typically offered: Fall and Spring)

### JOUR 20503. Multimedia Journalism. 3 Hours.

Provides students with the skills of visual literacy, photo editing, audio processing, video editing and web publishing. Good writing will be emphasized. The course examines basic aesthetic principles in visual composition and techniques applicable to audio, video and web production. Prerequisite: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or obtain department consent; JOUR 10303, with a grade of C or better, and either 1) JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher, or 2) At least 30 credit hours completed. (Typically offered: Fall and Spring)

### JOUR 20603. Media Graphics and Technology. 3 Hours.

Introduction to computer skills required in journalism; focuses on training in the major creative software used for generating media graphics and visual communication. Emphasizes content creation and web publishing, including infographics and promotional materials. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, Strategic Media Skills Undergraduate MicroCertificate, or department consent. (Typically offered: Fall and Summer)

### JOUR 23303. Photojournalism I. 3 Hours.

Beginning course in the fundamentals of photography, including digital photography, file transfer and management, image enhancement, and layout and design. Develops an understanding of composition principles and framing techniques to create visually compelling and impactful photographs. (Typically offered: Fall)

### JOUR 24503. Introduction to Sports Television Production I. 3 Hours.

Introduction to the specialized field of sports television production. Focuses on multi-camera, single-camera and studio production. Studio lab and field work outside of regularly scheduled class time required. (Typically offered: Fall)

### JOUR 30003. Sports Media and Society. 3 Hours.

Examines the evolution of sports media and analyzes its cultural relevance. Considers the future of sports coverage as technology and trends change. Topics may include live broadcast announcers; highlight shows; talk radio; documentaries; unscripted television; narrative films and series; broadcast technology; ethical concerns in sports media; and the influence of sports on fashion/culture. (Typically offered: Fall and Spring)

### JOUR 30103. Editing. 3 Hours.

Theories and practices in newspaper editing, copyreading, headline writing, page layout and the gathering and publication of written and pictorial information. Prerequisite: JOUR 20103, with a grade of C or better. (Typically offered: Fall and Spring)

### JOUR 30203. News Reporting II. 3 Hours.

Continuation of JOUR 20103. Lecture 2 hours, laboratory 2 hours per week. Corequisite: Lab component. Prerequisite: JOUR 20103 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 30403. Performer in Mass Media. 3 Hours.**

Introduction to performing in mass media on video, digital, and audio, while connecting effectively with audiences as journalists, spokespersons, experts, activists, or in other roles. Emphasizes principles and best practices related to performing on camera and microphone, voice and movement, researching and critiquing performances, and diversity and ethical performance. (Typically offered: Fall and Spring)

**JOUR 30733. Foundations for Video News. 3 Hours.**

Intensive training in the methods of gathering and writing video news. Involves learning how to shoot, write, edit and produce news content using hands-on techniques utilizing the UATV studio and control room. Prerequisite: JOUR 20333 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 31203. Enterprise Journalism. 3 Hours.**

Developing ideas and subjects for feature and human-interest articles for multiple platforms, with emphasis on the freelance trade. Instruction in idea generation, story pitches, interviewing methods, research, writing, revision, and narrative structure. Prerequisite: JOUR 20103 or JOUR 20333 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 31603. Sports Journalism. 3 Hours.**

Emphasis on techniques and principles of coverage of sports and sports-related subjects on and off the field, and on the relationship between sports and the mass media. (Typically offered: Fall)

**JOUR 32603. African Americans in Film. 3 Hours.**

A survey of the history of images of African Americans in film, especially as these images are examined in the context of stereotypical renditions and/or realistic representations of African American experiences. Issues of African American history, culture, and socio-political context will be addressed in the analyses of these films. Prerequisite: ENGL 10203 and junior or senior standing. (Typically offered: Irregular)

**JOUR 32703. African Americans in Documentary Film. 3 Hours.**

Exploration of the African-American image and experience in the context of time, historical record and varying production viewpoints from diverse documentarians. African-American history, culture and socio-political context are addressed in the analyses of these documentary films from the perspectives of mainstream media, independent filmmakers and minority documentarians. Prerequisite: Junior or senior standing. (Typically offered: Spring)

**JOUR 36603. Media Law. 3 Hours.**

Constitutional guarantees, statutory laws and court cases applicable to mass communications. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

**JOUR 392H3. Honors Colloquium. 3 Hours.**

Covers a special topic or issue, offered as a part of the honors program. Prerequisite: Honors candidacy (not restricted to candidacy in journalism). (Typically offered: Fall and Spring) May be repeated for degree credit.

**JOUR 4010V. Advanced Journalistic Practices. 1-4 Hour.**

Study of advanced journalistic practices and methods, individual or group projects. May only be taken once for degree credit. Prerequisite: Junior standing and 10 hours of journalism and a 2.5 cumulative grade average. (Typically offered: Fall and Spring)

**JOUR 4020V. Internship in Journalism. 1-3 Hour.**

Credit for practical experience gained through a journalistic internship. Report required on significant aspect of internship experience. Prerequisite: Journalism or Advertising and Public Relations major, and junior standing, and 10 hours JOUR/ADPR courses, and 2.50 minimum cumulative grade point average. (Typically offered: Fall, Spring and Summer) May be repeated for up to 3 hours of degree credit.

**JOUR 40303. Advanced Radio News Reporting and Podcasting. 3 Hours.**

Research, write and produce in-depth public radio style news stories and turn them into a three-episode podcast. Prerequisite: Instructor consent. (Typically offered: Spring)

**JOUR 40403. Government and the Media. 3 Hours.**

Focuses on the links between mass media and government and the increasingly significant role of media in politics and government. Examines the power, responsibility, and performance of the press and public officials/government agencies in their relationship with each other. Prerequisite: Junior standing. (Typically offered: Fall)

**JOUR 4050V. Specialized Journalism Seminar. 1-3 Hour.**

Primary purpose of course is to enlarge the journalistic skills of students interested in advanced forms of mass communication. Students undertake projects related to particular aspects or problems of journalism. Content varies. (Typically offered: Irregular) May be repeated for up to 12 hours of degree credit.

**JOUR 40603. Computer-Assisted Publishing. 3 Hours.**

In-depth, hands-on exploration of computer hardware and software in the design and production of media messages. Examination of developing media technologies and the computer's influence on design and conceptualization. (Typically offered: Irregular)

**JOUR 40703. Social Media and Journalism. 3 Hours.**

Social Media and Journalism teaches conceptual knowledge and skills to develop news judgment and use changing technological tools to disseminate news quickly and to different audiences. The value of interacting with sources and the audience is stressed as are ethical, legal and accuracy issues. Prerequisite: JOUR 20103 or JOUR 20333 with a grade of C or better. (Typically offered: Fall)

**JOUR 40803. Data Journalism. 3 Hours.**

An introduction to basic data reporting skills, including how to use data to guide and inform reporting as well as tell stories to better serve the public. Ethical issues and best practices in data reporting are also examined. Prerequisite: Any STAT course or instructor permission. (Typically offered: Fall)

**JOUR 40903. Business Journalism. 3 Hours.**

Examines how the U.S. economy works and how to find news in business, market and government data sources. Focuses on the role of corporations, financial markets, and regulators, and benefiting students interested in sports, entertainment, political and investigative journalism. (Typically offered: Spring)

**JOUR 43103. Literature of Journalism. 3 Hours.**

Surveys the works of book and magazine-length narrative non-fiction, from the mid-19th century to the present. (Typically offered: Fall)

**JOUR 43303. Ethics in Journalism. 3 Hours.**

Critical examination of specific ethical problems confronting professionals in all areas of mass communications. Reading and writing assignments are aimed at familiarizing students with the nature of the mass media and their social responsibilities. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

**JOUR 4430V. Event Promotion and Execution. 1-3 Hour.**

Practicum for students to plan, design, promote and execute several Journalism Days events, to include the Roy Reed Lecture, a scholarship reception, a job fair, Senior Salute and a fundraiser. Prerequisite: Junior standing. (Typically offered: Spring)

**JOUR 45003. Magazine Writing. 3 Hours.**

Advanced long-form depth reporting and narrative writing augmented with multimedia, with an eye to generating the style of work found in such leading magazines as The New Yorker, the Atlantic, and Esquire. Advanced instruction in generating and pitching stories, reporting and writing for narrative, research. Stories are frequently published in nationally acclaimed student-magazine, Hill. Prerequisite: JOUR 20103 with a grade of C or better. (Typically offered: Spring)

**JOUR 48603. Television News Reporting I. 3 Hours.**

Continuation of JOUR 30733. Includes the specialized knowledge and skills needed in field reporting, anchoring, writing, and producing news for commercial television. Lab component arranged. Corequisite: Lab component. Prerequisite: JOUR 30733 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 48703. Television News Reporting II. 3 Hours.**

Continuation of JOUR 48603. Laboratory component arranged. Prerequisite: JOUR 48603 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 48803. Advanced Multimedia Storytelling. 3 Hours.**

Focuses on using all forms of media including writing, audio, video, still photography, archival images, content and visual research, and graphics. Stories will be produced for various forms of media to prepare for careers in corporate and nonprofit communication fields. Final projects include creation of digital media portfolios. Prerequisite: JOUR 20003 with a grade of C or better. (Typically offered: Irregular)

**JOUR 48903. Television News Producing. 3 Hours.**

Intensive training in methods of producing a live television news broadcast, including news gathering, writing broadcast copy, and production strategies. Lab 6 hours. Corequisite: Lab component. Prerequisite: JOUR 30733 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 49003. Community Journalism. 3 Hours.**

This three-hour course will blend student reporting and editing skills with instruction on how regional newspapers select and present news to a local audience. This course will instruct students in deciding news stories for regional readers, how those stories can best be written and displayed. The semester goal is to publish a paper. Prerequisite: Junior standing. (Typically offered: Spring)

**JOUR 49203. History of the Black Press. 3 Hours.**

Covers the historic context of contributions and innovations to U.S. newspapers by African Americans. Also investigates the role of the black press from its beginnings in 1827 through the civil rights movement. Prerequisite: Junior standing. (Typically offered: Spring Even Years)

**JOUR 494H3. Honors Research Methods in Journalism. 3 Hours.**

Emphasis on the major types of qualitative and quantitative research, electronic data base searching, and traditional library research. Prerequisite: Journalism or Advertising and Public Relations major and honors standing. (Typically offered: Spring)

**JOUR 49801. Journalism Writing Requirement. 1 Hour.**

Directed study in conceptualizing, researching, and writing a major paper to meet the college writing requirement. Students must make a C in order to satisfy the college writing requirement. Prerequisite: 90 hours. (Typically offered: Fall and Spring)

**JOUR 498HV. Honors Journalism Writing Requirement. 1-6 Hour.**

Honors journalism writing requirement. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.

**JOUR 50003. Advanced Reporting. 3 Hours.**

Stresses public affairs coverage, interpretive, investigative, and analytic journalism, involving research, work with documents, public records, and budgets and specialized reporting. (Typically offered: Irregular)

**JOUR 50103. Advanced Radio News Reporting and Podcasting. 3 Hours.**

Research, write and produce in-depth public radio style news stories and turn them into a three-episode podcast. Prerequisite: Instructor consent. (Typically offered: Spring)

**JOUR 50203. Journalism Theory. 3 Hours.**

Examination of the major journalism and mass media theories and conceptual perspectives regarding journalism, news, mass media, advertising and public relations relevant to industry and academic researchers and professionals. (Typically offered: Fall)

**JOUR 50403. Research Methods in Journalism. 3 Hours.**

Research methods of utility in journalism. Emphasis on survey research, electronic data base searching, and traditional library research. Prerequisite: Graduate standing or honors program standing. (Typically offered: Spring)

**JOUR 50603. Multiculturalism in Advertising and Public Relations. 3 Hours.**

Seminar course involving the critical examination of the major cultural, social, political, economic, ethical, and persuasion theories and/or issues relevant to advertising and public relations. Prerequisite: Graduate standing. (Typically offered: Fall)

**JOUR 5080V. Graduate Journalism Internship. 1-3 Hour.**

Credit for practical experience gained through a journalistic internship. Must have completed 6 hours of graduate course credit. May be repeated for up to 3 hours of degree credit. Prerequisite: Instructor consent. (Typically offered: Fall, Spring and Summer) May be repeated for up to 3 hours of degree credit.

**JOUR 50903. Business Journalism. 3 Hours.**

Examines how the U.S. economy works and how to find news in business, market and government data sources. Focuses on the role of corporations, financial markets, and regulators, and benefiting students interested in sports, entertainment, political and investigative journalism. (Typically offered: Spring)

**JOUR 51003. Crisis Public Relations. 3 Hours.**

Examines the role of strategic public relations practice in crisis management & communication. Explores research, theory and principles of crisis PR and use current case studies to familiarize students with the best practices for crisis PR. Credit will not be awarded for both ADPR 41003 and JOUR 51003. (Typically offered: Spring)

**JOUR 51303. Ethics in Journalism. 3 Hours.**

A seminar examining the professional ethical principles and ethical performance in the journalism field. The ethical performance of the mass media dedicated to news, public relations and advertising is evaluated based on ethical theories and industry standards. Prerequisite: Graduate standing. (Typically offered: Fall)

**JOUR 51603. Computer-Assisted Publishing. 3 Hours.**

In-depth, hands-on exploration of computer hardware and software in the design and production of media messages. Examination of developing media technologies and the computer's influence on design and conceptualization. Graduate degree credit will not be given for both JOUR 40603 and JOUR 51603. (Typically offered: Irregular)

**JOUR 51703. Social Media and Journalism. 3 Hours.**

Social Media and Journalism teaches conceptual knowledge and skills to develop news judgment and use changing technological tools to disseminate news quickly and to different audiences. The value of interacting with sources and the audience is stressed as are ethical, legal and accuracy issues. Graduate degree credit will not be given for both JOUR 40703 and JOUR 51703. Prerequisite: JOUR 20103 or JOUR 20333 with a grade of C or better. (Typically offered: Fall)

**JOUR 51903. Professional Journalism Seminar. 3 Hours.**

Examination of complex problems encountered by professional journalists with focus on research and analysis of the role of journalism in major social, economic, and political developments. (Typically offered: Fall and Spring) May be repeated for up to 6 hours of degree credit.

**JOUR 52803. Data Journalism. 3 Hours.**

Provides an in-depth experience of combining street reporting and data analysis to tell a story of significant societal importance. Students are introduced to techniques in data analysis, management, visualization and production of data-driven articles and multimedia presentations. Prerequisite: Instructor permission. (Typically offered: Fall)

**JOUR 53103. Literature of Journalism. 3 Hours.**

A survey of superior works of book and magazine-length narrative non-fiction, from the mid-19th century to today. Includes such authors as Hersey, Didion, Orlean, and Conover. (Typically offered: Irregular)

**JOUR 53203. Documentary Production I. 3 Hours.**

In-depth study of documentary film as non-fiction, long form journalism. Covers subject, funding, research and development, pre-production planning, field production, talent, music, post production, promotion, broadcast and distribution. Required trip to Hot Springs Documentary Film Festival. (Typically offered: Fall)

**JOUR 53303. Documentary Production II. 3 Hours.**

A continuation of JOUR 53203, Documentary Production I. Students photograph, write, and edit a documentary begun in the fall semester. Prerequisite: JOUR 53203. (Typically offered: Spring)

**JOUR 54603. Campaigns. 3 Hours.**

Applying advertising principles and techniques to preparation of a complete campaign; determining agency responsibilities, marketing objectives and research, media mix, and creative strategy. Emphasis also given to campaign presentation delivery, utilizing audio and visual techniques. Graduate degree credit will not be given for both ADPR 44603 and JOUR 54603. Prerequisite: ADPR 37203 and ADPR 37403, each with a grade of B or better, and 2.5 overall GPA. (Typically offered: Fall, Spring and Summer)

**JOUR 54703. Account Planning. 3 Hours.**

An introduction to applied advertising research and account planning. Integrate consumers' perspectives into creative strategy to developing brand stories for clients. Write creative briefs, positioning statements and prepare copy-testing research instruments to evaluate messages. Utilize consumer research for creating messages for diverse cultures. Prerequisite: Graduate standing. (Typically offered: Fall and Spring)

**JOUR 55003. Magazine Writing. 3 Hours.**

This intensive writing and reporting course is for students with proven feature-writing skills and an interest in the human-interest stories found in such leading magazines as The New Yorker, Esquire, Harper's, the Atlantic, and others. Students will compose magazine-length nonfiction stories on timely subjects under deadline. Stories are submitted for contests and publication, when possible. Graduate degree credit will not be given for both JOUR 45003 and JOUR 55003. Prerequisite: JOUR 20103 with a grade of C or better. (Typically offered: Spring)

**JOUR 58803. Advanced Multimedia Storytelling. 3 Hours.**

Prepares students to work in corporate or nonprofit communications, and to use multimedia storytelling in creative scholarship. Students learn multiple forms of media including writing, audio, video, still photography, archival images, and graphics. Prerequisite: Graduate Standing. (Typically offered: Irregular)

**JOUR 59003. Community Journalism. 3 Hours.**

This three-hour course will blend student reporting and editing skills with instruction on how regional newspapers select and present news to a local audience. This course will instruct students in deciding news stories for regional readers, how those stories can best be written and displayed. The semester goal is to publish a paper. Graduate degree credit will not be given for both JOUR 49003 and JOUR 59003. (Typically offered: Spring)

**JOUR 59203. History of the Black Press. 3 Hours.**

Covers the historic context of contributions and innovations to U.S. newspapers by African Americans. Also investigates the role of the black press from its beginnings in 1827 through the civil rights movement. (Typically offered: Spring Even Years)

**JOUR 5990V. Advanced Journalistic Practices. 1-4 Hour.**

Study of advanced journalistic practices and methods, individual or group projects. May only be taken once for degree credit. Prerequisite: Department Consent. (Typically offered: Fall and Spring)

**JOUR 6000V. Master's Thesis. 1-6 Hour.**

Required of all M.A. journalism students. (Typically offered: Fall, Spring and Summer) May be repeated for degree credit.